TRADE NEWS
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THIRD PRESS BOOK POSITS CIA LINK WITH JFK ASSASSINATION

In the wake of revelations about the CIA's involvement in the planned assassinations of foreign political leaders, the Third Press has announced the June publication of a book which contends that John F. Kennedy's assassination could have been organized by men officially or semi-officially related to the CIA, and possibly involved in the Bay of Pigs in [illegible] and the Assassination of John F. Kennedy" ($10), the book was written by journalist Alan J. Weberman and photographer Michael Canfield. It includes an analysis of photographs of the shooting in Dallas sent by the authors to Dick Gregory, who has been showing them on TV—along with the Zapruder film—to support his claim that Oswald was not JFK's assassin.

[illegible] publisher Joseph Okpaku [illegible] *PW* that Weberman and Canfield's theory, "based on extensive research and many interviews," suggests that the assassination plot could have come about because of frustration arising from the Bay of Pigs fiasco—blamed on Kennedy's refusal to provide air support—and from the President's reluctance to pursue an inflexible anti-Communist policy. Okpaku indicates that among those interviewed for the book is a Watergate burglar who admits the presence of an assassination squad within the CIA and having been approached to carry out an important domestic assassination for the agency. The burglar, however, denies any participation in JFK's death, says Okpaku.

"There is no sensationalism in this book," Okpaku told *PW*. "It is simply an orderly document which clearly identifies fact from speculation and presents all open questions and evidence which may suggest loopholes in the authors' theory. They want to demonstrate that only a full-scale Congressional investigation can present Americans with the true story of who was behind the assassination."

The new Macmillan suspense thriller "Telefon" ($7.95) by Walter Wager, which went into a second printing before its late February publication (for a total of 17,500 copies currently in print), has just been sold to Weidenfeld for hardcover distribution in England and to Futura for paperback rights, says that publisher. The book is also a Literary Guild alternate and is being filmed by MGM. A $40,000 ad budget has been set for the book, says Macmillan.

Macmillan is also happy about "Finding and Buying Your Place in the Country" ($12.95, paper $4.95) by Les Scher and "Man in Charge" ($6.95) by John Weitz, both back from more printings. The Scher book now has 30,000 copies in print in paper and 15,000 in hardcover, and Weitz's book, which has a total of 25,000 copies in print, is also set for a new round of promotion and advertising, [illegible] $12.95) was sold out before publication and is being reprinted for a paperback total of 30,000, in addition to its current hardcover in print figure of 5000 copies.

MORROW TO BRING OUT NOVEL BANNED IN SOUTH AFRICA

A novel by André Brink—a book banned in South Africa because it deals with interracial love, and the subject of lively bidding during the last Frankfurt Fair—will be published by Morrow in August. Translated into English by the author, "Looking On in Darkness" ($8.95) was "hailed as revolutionary in South Africa and compared to Solzhenitzyn's exposures of Stalinist repression," according to *Newsweek*. Morrow editor Lawrence Hughes told *PW* that the novel should attract American readers "not only because it is newsworthy, but because it is a beautifully written book."

Morrow reports that "Looking On in Darkness," the story of a Colored actor who falls in love with a white woman and is tried for her murder, became the first Afrikaans language book to be banned by the South African Supreme Court, which labelled it "pornographic, blasphemous and communistic."

The publisher adds that this will be the first novel by Brink to be published in the United States. Bantam holds the paperback rights in this country.

Prepublication sales on "Wildflowers of the Southeastern United States" have prompted the University of Georgia Press to increase its initial press run from 10,000 to 15,000 copies. The Press also reports that instead of its usual discount schedule (which does not exceed 40%), it is offering the following discounts on orders received before May 31: 10-49 copies, 42%; 50-99 copies, 44%; and 100 or more, 46%. Author Wilbur H. Duncan and photographer Leonard E. Foote will be making appearances in the Southeast, with autograph sessions scheduled for all their stops. An April 28 release, "Wildflowers" retails at $12.

CARO SIGNS KNOPF CONTRACT FOR 3-VOLUME LBJ BIOGRAPHY

Robert A. Caro, whose book, "The Power Broker: Robert Moses and the Fall of New York," has been nominated for the 1975 National Book Awards, has signed a contract with Knopf for a major, three-volume biography of the late President Lyndon B. Johnson. Knopf says the biography is expected to take six years to complete, with one volume appearing every two years.

In 1977, the first volume will cover Johnson's early years, from his childhood in Texas, his becoming the youngest New Deal administrator and a protégé of Roosevelt's, and his election to the U.S. Senate. His years as Senator and Senate Majority Leader, his humiliating Vice-Presidency and his succession after the assassination of President Kennedy will be covered in the second volume. The third book, says Knopf, will study Johnson's presidential years.

A first printing of 1,800,000 copies and a $100,000 advertising campaign will launch the Avon paperback publication of "Alive" ($1.95, *Lippincott*), listed as one of the top 20 best sellers of 1974 by *PW* (Feb. 3). The publisher reports that the campaign for this May paperback will include a four-week radio and TV promotion covering 20 cities and keyed to the slogan "The Great Best Seller of Survival." There will be mixed dramatic 30-second commercials and 10-second IDs in these TV markets beginning in mid-May. In addition, ads will appear in 62 college newspapers, religious publications ("Alive" won the Thomas More Award for the Best Catholic Book of the Year) and national magazines. Point-of-purchase materials include a 14-copy counter display and a 45-copy floor display including a 22 x 25-inch poster. There will be full-color window posters and book marks as well.

Anticipating major secondary school sales on "Alive," Avon will also advertise in parochial and library markets: a mailing to 40,000 schoolteachers is being prepared and hundreds of copies will be distributed in May at the International Reading Association Convention in New York City.

Palomar Pictures and United Artists have purchased movie rights for "Alive." James Goldman will write the screenplay, reports Avon.

Three of McKay's top spring authors will be hitting the road to publicize their books next month. Caroline Bird, whose